



NEXT



Convention: January 13–16, 2013
EXPO Level 1: January 13–15
EXPO Level 3: January 14–15
Jacob K. Javits Convention Center
New York City
www.nrf.com/annual13



Associate Member Council Town Hall Meeting

Welcome!





Welcome!

- Susan T. Confort, Vice President, Global Industry Solutions & Marketing, IBM Corporation
- Our agenda for today





Agenda

- Welcome and Introductions
- NRF Opening Comments
- Associate Member Council – Purpose
- 2011 / 2012 Member Survey Recap
- Our Responses to the Survey
- 2013 Focus Areas
- Sub-committee Reports
- Q&A
- Close



AMC – Member Introductions

ACI Worldwide (3,500)

AT Kearney (3,000)

Cisco Systems, Inc. (66,600)

Deloitte (182,000)

Dionco Inc. (2)

FRCH Design (175)

IBM Corporation (430,000)

McMillan Doolittle, LLC (12)

Motorola, Inc. (23,000)

PCMS (450)

SAP Americas (61,000)

The Retail Equation (40)

SenSource (40)

Sophelle (50)



NRF Opening Comments

Mike Gatti

Senior Vice President

Member Relations

National Retail Federation





Highlights of CHANGES FOR 2013

No overlap of opening session and EXPO Hall opening

Registration

- Satellite registration at Marriott Marquis and Sheraton New York
- Pre-show promotion
- Distribution of postcards with hotel key cards at ALL official event hotels
- Ribbon Stations
- Convention bags and materials outside meeting rooms for pick-up
- No more badge holders

Reconfigured the layout at the Javits

- Changed the overall process for better flow onsite
- More express registration counters for bar code registration
- More counters in general
- Exhibitor only counters are back





EXPO Hall

- We have added a new EXPO hall on level 1 to include 25,000 nsf/250 booths
- Preview Happy Hour on Sunday for the first time ever for level one only
- The Expo stage where NRF design sessions will be held is in this hall
- We've also expanded the size of that room to fit 700 people





To Accommodate Our Continued Growth

We have reconfigured and enlarged all of meeting rooms once again

- Small meeting may have moved to a hotel or switched rooms
- All sessions translated in Portuguese with a limited number in Spanish
- An email was sent to our largest international delegations to better determine room slotting





NRF Members Coca Cola Happiness Lounge

- Relax, Refresh & Recharge

This year we have built a partnership with Coca-Cola who is sponsoring our new Member's Only Lounge

- Coke Product sampling
- Interactive kiosks
- Free Style drink dispenser
- Concession stands
- Complimentary coffee during certain times
- Lounge seating
- Basketball shooting stations and more





AMC - Our Purpose

- Give a voice to NRF's Associate Members
- Assist and Extend NRF's influence
- Ensure that NRF consistently serves all provider segments
- Serve as a "think tank" to NRF





2011 / 2012 Member Survey Recap

- **Most recent experience with NRF**
 - NRF Website 32%
 - Exhibited at an event 26%
 - Attended an Event 13%
- **66% were satisfied or very satisfied with their recent experience**
- **What you value most**
 - Retail Trends and Info 36%
 - Exhibiting at events 25%
 - Relationships w/ retailers 25%



2011 / 2012 Member Survey Recap

- 86% are familiar with some or all of the benefits of NRF membership
- Only 33% are familiar with the Associate Member Council
- 94% prefer to receive updates via e-mail
- 72% are likely or very likely to recommend NRF membership





Our responses to the survey

- Reorganized into three sub-committees
 - Content Tom Rittman
 - Communication Doug Weich
 - Community Jim Dion
- Hosted our first webinar
- Launched our first newsletter
- Met face-to-face with many of you in Dallas
- Continued our “Welcome Wagon” calls to new members





2013 Focus Areas

- Include more Associate Members in our sub-committees
- Expand our Thought Leadership offerings
 - Whitepapers
 - Webinars
- Expand communications with Associate Members
 - Quarterly Newsletters
 - “Welcome Wagon” calls to new members
- Integrate Associate Members into NRF sub-committees
- Market benefits of Associate Members to NRF and retailers





Subcommittee Reports

- Content
- Communication
- Community





Content Subcommittee

- Chair, Tom Rittman





Content Subcommittee

- Did you know the NRF website has a Retail Reference Center that allows associate members (vendors like all of us) to post white papers free of charge?

The screenshot shows the NRF website's 'Retail Reference Center' section. The header includes the NRF logo, the tagline 'The Voice of Retail Worldwide', and the slogan 'RETAIL means JOBS'. A navigation bar contains links for Home, Retailers, Solution Providers, Industry Information, Public Policy, Press, myNRF, and Retail's. Below the navigation bar, there's a green bar with 'Explore > NRF' and a dropdown arrow. To the right of this bar are 'Share' and 'Print' icons. The main content area features a section titled 'NRF Retail Reference Center' with a description: 'NRF's Retail Reference Center, free to NRF Members, contains original research, case studies, emerging industry trends, innovative ideas, and benchmarking reports on retail worldwide.' Below this, there's a section for 'AMAC Peer Reviewed' with a green arrow icon and the text 'AMAC Peer Reviewed'. To the left of this section is the AMAC logo and the text 'NRF Associate Members: Submit materials here'. Below this, there's a paragraph: 'Look for the PR icon that distinguishes resources as AMAC Peer Reviewed. Learn more about the AMAC Peer Reviewers and earning the AMAC Peer Reviewed Designation.' To the right of this paragraph is the text 'The Retailer's Definitive Guide to m-Commerce Success'. Below the main content area, there's a section titled 'BROWSE BY CATEGORY' with a list of categories: Business Strategy, Consumer Trends, Finance, Human Resources, Information Technology, Loss Prevention, Marketing, Merchandising, NRF Original Research, Online & Multichannel Retail, Store Design, Store Operations, Supply Chain, Sustainability, and Peer Reviewed. To the right of the 'BROWSE BY CATEGORY' section, there are four icons with corresponding text: 'NRF Retail Reference Center', 'Submit a Resource', 'Earn the AMAC Peer Review Designation', and 'Tips for Posting a Successful Submission'. At the bottom right of the screenshot, there are two more icons with text: 'Who are the AMAC Peer Reviewers?' and 'All About AMAC'.

NRF Retail Reference Center

NRF's Retail Reference Center, free to NRF Members, contains original research, case studies, emerging industry trends, innovative ideas, and benchmarking reports on retail worldwide.

AMAC NRF Associate Members: Submit materials here

Look for the PR icon that distinguishes resources as AMAC Peer Reviewed. Learn more about the AMAC Peer Reviewers and earning the AMAC Peer Reviewed Designation.

The Retailer's Definitive Guide to m-Commerce Success

AMAC Peer Reviewed

Who are the AMAC Peer Reviewers?

All About AMAC

BROWSE BY CATEGORY



- Business Strategy
- Consumer Trends
- Finance
- Human Resources
- Information Technology
- Loss Prevention
- Marketing
- Merchandising
- NRF Original Research
- Online & Multichannel Retail
- Store Design
- Store Operations
- Supply Chain
- Sustainability
- Peer Reviewed





Content Subcommittee

- And you can request your white paper to be Peer Reviewed for an even higher rating in the site?

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[Home](#) > [AMAC Peer Review Submissions](#)

AMAC Peer Review Submissions

Be a charter contributor to the NRF Reference Center and receive this service at no charge.

How to earn the The AMAC Peer Reviewed Designation **PR**:

- Make sure you and your submission meet the requirements:**
 - Submitter must be an NRF Member (non-members: [learn about membership](#)).
 - Submission should not be promotional in nature
 - Submission should not negatively review another service provider
 - Submission should reference as appropriate any supporting research conducted by your company or others
 - Submission should provide insight into retail business trends
 - Submission should convey knowledge based on direct experience in the retail marketplace
- Fill out [this form](#), including the executive summary and keywords.** Be sure to check the appropriate box indicating your desire to submit your resource for AMAC Peer Review.







Content Subcommittee

- **Peer Reviewer company participants:**
 - MTI Market Techniques & Innovations Inc.
 - Martec International, Inc.
 - Karabus Management
 - Deloitte & Touche LLP
 - Dionco Inc.
 - The Retail Equation
 - ARS Interactive
 - ACI Worldwide, Inc.
 - eBay
 - Sophelle
- Sign up to be a peer reviewer
- Send us white papers to be in the Retail Reference center





Communications Subcommittee

- Chair, Doug Weich





Communications Sub-Committee

- Mass Communications
 - Newsletter
 - Social – LinkedIn, Twitter
 - Digital – website, email
 - Content related to above
 - Links on NRF website
- Top Initiative
 - Create a Communications Plan
- Needs
 - Associate members to join the sub-committee





Community Subcommittee

- Chair, James Dion and Ann Cunningham





Community Subcommittee

What we do today

- Welcome Wagon Calls
- Community updates
- Target calls
- Feedback

What we will be doing in 2013

- Update the AMC web page
- STORES Magazine articles/update
- Ask AMC vehicle





Q & A

If you have the questions we will try to
have the answers!





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THANK YOU!

